

Interdisciplinary Entrepreneurship Learning Ideas

(A brainstorming activity from the New Jersey School-to-Work Coordinators Meeting)

Social Studies and Entrepreneurship

- * Students set up a Small Town USA program in which they determine what types of business are needed.
- * Unit on the “Workplace Yesterday, Today, and Tomorrow”; bring in pictures and describe, talk to parents and/or grandparents.
- * Expand on the “Workplace Yesterday, Today, and Tomorrow”, and note changes in Technology, Communications, Transportation, and skills needed.
- * Illustrate cost of products in 1900 versus cost of products in the year 2000. Explain how wages are also part of the price.
- * Discuss the setting up of a business that reflects products from time past which can still be sold and how to market such products.
- * Map out a voyage, the ship is destroyed by a storm, and all survive on an island. What are the needs and possible results?
- * Set up a government on the island and put together a plan for obtaining food, clothing etc.
- * Decide who will be in charge of the various jobs on the island.
- * Hold elections.
- * Field trip to see a recent new movie and discuss the reasons it has been a market success.
- * Envision an early American dry goods store in the West. In groups have students decide on marketing, goods available, location etc.
- * Make a mini-store in class and students make products to sell.
- * Discuss development of a business plan.
- * Write resumes for yourself as an adult.
- * Offer job applications for students to apply for a job as a cashier, a marketer, an accountant, a manufacturer, etc.
- * Have students videotape a children’s show to demonstrate appropriate or inappropriate social awareness.
- * Set a reward or incentive program for students to use appropriate behavior.
- * Show examples of appropriate or inappropriate behavior and consequences of both.

Science and Entrepreneurship

- * Food science/product development: Study the effect of heat/temperature on yeast products. Dissolve yeast for bread in three different temperatures. Make the bread and describe the results.
- * Ecology: Students research an ecology problem in their school environment. They invite the ecology coordinator from their town/county to visit. They develop an ecology plan to deal with that problem.
- * Study nutrition: Choose an important nutritional concept. Develop an advertising plan to sell the idea. Develop a product line of nutritional snacks and decide how to sell.
- * Establish and name a company that will market the nutritional snacks. Organize company. Identify positions and careers possible.
- * Nutrition: Students locate food ads in a magazine, mount them on index cards, and evaluate their nutritional content. Make a bulletin board display. Discuss the role of advertising in promoting nutrition.
- * Do bacterial tests around school. Collect data and generate a report. Sell anti-bacterial soap or wipes for students to use before lunch, etc.
- * Take a trip to a supermarket to study nutrition. Analyze food labels. Discuss how to make good choices for nutritional well-being.
- * Set up a weather station in which students take weather readings and market results in some form.
- * Study crystal formation by making rock candy.
- * Communicate with local labs on the Internet.
- * Experiment with emulsions. Make salad dressing with and without emulsifier. Describe results, taste, etc. Research on what emulsifiers are and how they are used in products.
- * Link with NASA to identify a science activity being conducted on Mears space station. What will research conducted yield in terms of a business. What businesses might emerge?
- * Collect flowers and plants to study. Press them and make bookmarks to be sold at schoolbook fair.
- * Discuss starting a business that offers a system for environmental protection.
- * Plan a student-run service of water sampling.
- * Students collect, sort, weigh materials collected from school trash for one day (paper, glass, metal etc.). Record results. Collect for a week. Describe amounts that would be accumulated over time, problems of disposal, types of businesses disposing of materials, and costs associated with trash. Describe problems of accumulation.
- * Start a recycling project. Collect cans, sell to a local recycle center. Analyze costs and income per pound.
- * Structure a business format for the recycle project. Identify roles of individual class members.

- * Invite business people to speak to students on science-related businesses.

Arts/Performing Arts and Entrepreneurship

- * Identify entrepreneurial skills for individuals who choose the arts, such as musicians, writers, artists etc.
- * Have students work with established playwright in a class workshop. Follow up that workshop by having students attend the playwright's performance.
- * Create a business selling/marketing "Practice Partners" for students proficient in some musical instrument that will serve as practice partners, giving guidance and assistance for students who are preparing for music lessons.
- * Students create a jingle for a product for use in a TV or radio advertisement.
- * Create attractive flyers, posters or web pages for musical event.
- * Use the computer art class to develop an ad that is attractively arranged.
- * Develop a logo that would be interesting, attractive etc.
- * Develop a logo for the school baseball team to promote this season's games.
- * Develop Web Page designs for fellow students who are trying to set up their own page, incorporate logo, music sound wave, etc.
- * Create school post cards - students photograph various school scenes/activities, and market within school and community.
- * Create a display of art designs and sell to students.
- * Start a *Birthday Party* entertainers unit - Students will develop entertainment activities to sell to busy mothers for children's birthday parties.
- * Market the idea on the Internet by designing an interesting web page on birthday party ideas.
- * Create a series of posters representing each department elective, to be used in recruitment. Think of how businesses recruit, and apply the techniques.
- * Develop a package design and marketing materials for a product to sell.
- * Use the Visual Design class to create a web page for your school, business, etc.
- * Develop a TV commercial for your product.
- * Music classes work with history and art classes to promote a product.
- * Create and sell jacket broaches/pins.
- * Advertise the product through displays and flyers in school.

- * Create a new logo for your school, and run a contest through the school newspaper.
- * Create a TV or radio ad for your business using role-playing, audio and videotaping.

Math and Entrepreneurship

- * Analyze pros and cons of a business location, charting/graphing traffic flow and interpreting it.
- * Develop a survey of the market to sell a product.
- * Use spread sheets (Excel) to project operating costs of a business.
- * Examine business space requirements according to equipment and inventory needs, and draw up a plan.
- * Use the Internet to find the percentage of workers who have 401K plans.
- * Calculate cost per square foot of a given business plan.
- * Reconcile a checking account balance.
- * Analyze recurrent expenditures and forecast annual costs.
- * Discuss how competition may affect the price of goods.
- * Calculate costs of taking business into global markets.
- * Project future profits given expansion data.
- * Track stock market for 6 months. Project profits over next 2 months. (Percent plus dollar amounts)

Language Arts and Entrepreneurship

- * Selling and marketing of a given book.
- * What should be included in the book to make it marketable?
- * Analyze the effects of supply, demand, profit, and competition on small business.
- * Visit local bookstores to observe and analyze their marketing techniques.
- * Develop a plan to sell a book.
- * Write want ads that promote.
- * Sell stock in the book publishing companies and follow the growth. Chart it for several months.
- * Have students volunteer to come up with marketing plans.
- * Describe the process of starting a small business.

- * Visit your local bookstore. Observe marketing techniques, have manager describe how they run that particular bookstore.
- * Write a business plan.
- * Create a marketing plan based on reading a book on media, marketing strategies.
- * Have students survey the student body on topics of interest (survey on hobbies/interests). Then open a book club, selling books of the most interest.
- * Develop a PowerPoint presentation to sell your business to potential stockholders.
- * Develop a business plan and compare with other students ideas using the Internet.
- * Have each student write a career plan with values and goals. How does that plan lead to being an entrepreneur?
- * Discuss how to sell an ad for the school newspaper.
- * Develop ideas for careers associated with marketing. Ask a business owner to discuss his/her career.
- * Have students research a business or industry and write informational news release for the school newspaper. Use the research for a term paper.
- * Create and design a logo for a business. Research the potential clients. Present findings, both orally and in writing.
- * Read the Dave Thomas books, (*Dave's Way*, or *Well Done*). Discuss it and also people they know who are successful entrepreneurs.
- * Interview some entrepreneurs in the community and share results of research in an essay, such as "Common Traits of Entrepreneurs".
- * Plan a small business assistance group in the school. Develop details of services and programs to be provided.
- * Have a career day where you invite 3 entrepreneurs to discuss their business story. Have students write up key questions to ask them.
- * Have students study current ads and jingles to determine why they are successful.
- * Write to the local newspaper asking that the person responsible for their ads come to the class and discuss how to write an ad.
- * Develop a bulletin board display to show the various ads that have been developed.
- * Discuss the ads that catch you attention and decide why they do.
- * Have a mock radio program and write the commercials for it.

- * Develop a marketing plan to sell an item. Invent a marketable product or service. Learn fund-raising techniques to start your business idea.
- * Have students fill in blanks of promotions they are familiar with. Then let them write a jingle or catchy phrase that would help people remember a product.
- * Create selling strategy for a book report.
- * Research business opportunities in community.
- * Write resume of abilities.
- * Research the career opportunities in the media industries (newspapers, magazines, radio, TV, etc.)
- * Students could work together on illustrations to include in a book or report.
- * Write short term and long-term goals for your business idea.
- * Develop a concept paper, a brief description of your business idea.
- * Write out a business plan.
- * Have students choose roles to develop the business plan, i.e. record keeper, manager, pr person.
- * Research local small business activities and report on it.
- * Research labor laws.
- * Select a local business and determine what language skills are needed by the owner.
- * List qualities necessary to be an entrepreneur.
- * Develop a marketing plan for a local small business.
- * Students prepare oral presentations on famous entrepreneurs and successful businesses.
- * Explore biographical background of an entrepreneur that relates to your business goals, ideas.
- * Interview and job shadow a local entrepreneur in your field of interest.
- * Contact an employer who has set up his/her own business and interview the person. Report results to the class.
- * Read Dave Thomas's book and write a report on qualities, steps, etc. to success.
- * Research a business idea in magazines or books.
- * Give a written and oral presentation on research on businesses.
- * Research, via the Internet, locations that would be good to set up a certain kind of business.

- * Write an employee handbook.
- * Develop a resume, which would persuade an entrepreneur to hire you.
- * Complete job applications or compose them for a particular business.
- * Research the effectiveness of a commercial, logo, and business name. Revise it based on results of market study.
- * Have entrepreneurs talk to class about mistakes made because of poor preparation in school.
- * Explore customer relations and problem solving as they relate to particular industries or areas of student interest.
- * Ask an entrepreneur to share successes and failures. Then have students and speaker explore ways of building on the success and avoiding or remedying the failures.
- * Form groups that will help to write a curriculum for younger students to gain skills in creating a business. Older students will identify what is essential and serve as mentors to the younger students.